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UNITED STATES PATENT AND TRADEMARK OFFICE		Phone:	(571) 272-7357
Pages:	Cover + 1 + 16 = 18	Date:	March 17, 2008
From:	Anthony J. Orler	Fax:	(310) 964-0941
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March 17, 2008
(Date of Signature)

Telephone No. (310) 964-0736 (Printed Name of Person Signing Certificate)

Attention: Commissioner for Patents**Attorney Docket No. PD-990193**

Please find attached Re:

Serial No.: 09/532,755

Filing Date: 03/22/2000

- TRANSMITTAL FORM PTO/SB/21 (1 page)
- RESPONSE TO OFFICE ACTION DATED JANUARY 17, 2008 (16 pages)

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The DirecTV Group, Inc., CA/LA1/A109, P. O. Box 956, El Segundo CA 90245

MAR 17 2008

PTO/SB/21 (01-08)

Approved for use through 03/31/2008. OMB 0851-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**TRANSMITTAL
FORM**

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Total Number of Pages in This Submission

17

Application Number

09/532.755

Filing Date

03/22/2000

First Named Inventor

Craig Finseth

Art Unit

2623

Examiner Name

SHELEHEDA, James R.

Attorney Docket Number

PD-990193

ENCLOSURES (Check all that apply)

Fee Transmittal Form



Fee Attached



Amendment/Reply



After Final



Affidavits/declaration(s)



Extension of Time Request



Express Abandonment Request



Information Disclosure Statement



Certified Copy of Priority Document(s)

Reply to Missing Parts/
Incomplete ApplicationReply to Missing Parts
under 37 CFR 1.52 or 1.53

Drawing(s)



Licensing-related Papers



Petition

Petition to Convert to a
Provisional Application

Power of Attorney, Revocation



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After Allowance Communication to TC

Appeal Communication to Board
of Appeals and InterferencesAppeal Communication to TC
(Appeal Notice, Brief, Reply Brief)

Proprietary Information



Status Letter

Other Enclosure(s) (please identify
below):

Remarks

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name

The DIRECTV Group, Inc.

Signature

Printed name

Anthony J. Orler

Date

March 17, 2008

Reg. No.

41,232

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Date

March 17, 2008

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PD-990193

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

For: "Method and Apparatus for
Transmission, Receipt and Display of
Advertisements"

Filed: March 22, 2000

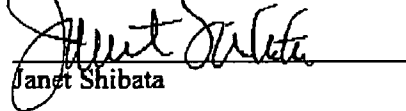
Group Art Unit: 2623

Examiner: James R. Shelcheda

Certification Under 37 CFR 1.8

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Janet Shibata**RESPONSE TO THE OFFICE ACTION DATED JANUARY 17, 2008**

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the official action dated January 17, 2008, please consider the
following remarks:

A Status of the Claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.